



**Sports & Entertainment
Authority**

SPORTS & ENTERTAINMENT AUTHORITY

HENRICO COUNTY, VIRGINIA

To wit:

A regular meeting of the Board of Directors of the Sports & Entertainment Authority of Henrico County, Virginia, was held at 10:00 a.m. on Wednesday, July 15, 2026, at the offices of the Economic Development Authority of Henrico County, Virginia, at 4300 East Parham Road, Henrico, VA 23228.

DIRECTORS PRESENT

Peter Farrell, Vice Chair
Shareema Williams, Treasurer
Todd 'Parney' Parnell
Perry Miller

DIRECTORS ABSENT

Steven J. Yob, Chair
Jen Kostyniuk, Secretary
Paula Pando

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Rob Welch, HSEA Staff
Misty Myers, HSEA Staff
Tavaris Robinson, HSEA Staff
Kameron Simms, HSEA Staff
Elbert Grinnell, HSEA Staff
Ryan Murphy, Deputy County Attorney
Ryan Lloyd, HSEA Summer Intern

Mr. Farrell called the meeting to order at 10:01 a.m.

Approval of Electronic Participation

Mr. Farrell informed the Board that no members had requested to participate electronically, and he moved to the next item on the agenda.

Approval of the June 17, 2026, Minutes

Mr. Farrell asked if there were any corrections or additions to the minutes of the June 17, 2026, meeting. Hearing none, on a motion made by Ms. Williams, seconded by Mr. Parnell, the minutes were approved, with Mses. Williams, and Messrs. Farrell, Miller, and Parnell, all voting "aye".

Resolution – Signatory Authority – Sports Tourism Grant for Atlantic 10 Conference Women’s Championships 2027-2029 – Richmond Region Tourism

Mr. Bickmeier introduced the resolution authorizing signature of the sports tourism grant agreement with Richmond Region Tourism. In connection with the extension of the Atlantic 10 Conference Women’s Basketball Championships for 2027, 2028, and 2029, RRT will provide a cash guarantee to The Atlantic 10. SEA has agreed to provide \$30,000 per year to RRT to cover a portion of that cash guarantee. RRT will be responsible for the balance.

Mr. Farrell asked if there were any questions. Hearing none, and on a motion by Mr. Parnell, seconded by Ms. Williams, the motion passed, and the resolution was approved, with Mses. Williams, and Messrs. Farrell, Miller, and Parnell, all voting "aye".

It was noted that this agreement, which is an extension to the original A-10 Women’s Championship agreement, defines HSEA and RRT’s financial commitment of the cash guarantee for 2027, 2028, and 2029. The Sports Tourism Grant will fund HSEA’s cash guarantee which has been approved by the County and with the Board’s approval of this resolution. For the past three years, HSEA has been financially responsible for a third of the officials’ expenses. The ticket guarantee has not been adjusted, however, the A-10 Conference pays more since one school dropped out of the conference.

Committee Reports

Marketing & Guest Services

The committee did not meet since the last Board meeting.

Facilities / Events

Mr. Parnell reported on the July 7, 2026, meeting. The outdoor tournament calendar was heavy in June, which consisted of travel baseball and softball, USA Softball, East Coast Showdown, PBR, Youth Archery State Tournament, and a NOVA event with over 800 swimmers. Upcoming events include the Virginia Commonwealth Games, and more PBR tournaments. June indoor events included Big Time Hoops and the United States Youth Futsal National Championship and training camps. Upcoming indoor events for July will once again showcase the NXTPro Puma with over 500 competing at the Center and the Convention Center. The Committee noted that parking has improved since adding the last lot. Glover Park construction continued, and The Crossings club house was cleaned out making way for the new owner. The Committee revisited fee structure for outdoor use which seems to have a lot of requests yet not enough facilities. HSEA and R&P plan to discuss the outdoor fees.

Strategic Planning

The committee did not meet since the last Board meeting.

Finance

The committee did not meet since the last Board meeting.

New Events Update

Mr. Bickmeier introduced the new events discussion stating that creating and managing more HSEA owned and operated events, and not relying on rentals, is part of HSEA's strategic plan. The Labor Day Volleyball Classic is a prime example as well as fulfilling the requirement of the 2027 Volleyball Championship. This event fulfills the bid agreement's requirement to host a collegiate volleyball tournament. Such events are linked back to HSEA's strategy.

Ms. Hazzard reported on the Labor Volleyball Classic. Three collegiate teams will play in the HSEA and Randolph Macon College (RM-C) partnered tournament. The goal was to have a two-day event but changed to a one-day event due to a school's coach change. RM-C will provide the table crew. HSEA will incur limited expenses. With the growth in local volleyball, marketing will promote this tournament throughout the Richmond volleyball market and the volleyball teams that play at the Center. This one-day tournament will help with promoting the 2027 championship. The doors open at noon. Practices will be held on the court side, and the games will be played in the arena. RM-C vs Southern Virginia University (SVU) play at 1:00pm, University of Mary Washington (UMW) vs SVU play at 3:00pm and RM-C vs UMW play at 5:00pm. There will be an increase in social media along with a media advisory as the event draws closer. Social media will feature a school and its team. Ms. Miller will work with County PR for the photography aspect. With this event's sponsorship opportunity, HSEA is creating a sponsorship bundle package. High profile events have the potential to attract celebrities such as Will Farrel who attended the NXTPro Puma event since his son played in the event.

Mr. Yeager reported on the DIII Champions Classic men's basketball event scheduled for December 27 – 28, 2026 at the Center. Only past champions will be invited to play in this tournament. Virginia has four national champions. The 2026 tournament field includes Randolph Macon and Babson (BC) colleges, and Christopher Newport (CNU) and Scranton (SU) Universities. These schools collectively have five national titles. HSEA is in communication with other schools for future tournaments while Mary Washington

University has already committed to the 2027 tournament. The Center is the right size for these schools for attendance. The Center is considering upgrading the streaming capability and securing more sponsorships. The National Champions Classic is a unique concept and should engage the youth basketball community. RRT will assist with funding the teams. The ultimate goal of this tournament is to make headway into DIII Division for future NCAA Championship bids. Bid proposals will begin in the fall of 2027. CNU vs. Scranton (SCR) play at 5:00pm and RM-C vs. BC play at 7:30pm on December 28, 2026. CNU vs. BC play at 500pm and RM-C vs. SCR play at 7:30pm on December 29, 2026. Mr. Bickmeier noted that courtside hospitality will be tested and if successful, will be offered during the A-10 women's championship. Alumni events have potential.

HSEA Team Monthly Report

Mr. Bickmeier offered the SEA Team monthly report to the Board. He congratulated Mr. Miller for Richmond International Airport being awarded the 2026 Global Airport Efficiency Award as the most efficient airport in North America serving fewer than 5 million passengers annually. Mr. Ryan Lloyd has joined the HSEA team for a second summer internship. Mr. Lloyd is a rising junior at Elon University. Many of the HSEA team volunteered for the National Speech & Debate competition.

Among the 14 indoor events, were two returning back-to-back events, United Futsal National Training Camp and NXTPro Puma which had 200 plus college coaches from many major colleges. NXTPro was well attended and had nice publicity. Teammate Basketball had 155 teams participate with 66 teams traveling from outside the Richmond region. The Center's year-to-date door count was over 400,000, not including the west entrance. Also indoors, the Commonwealth Games held a swimming competition at NOVA and has six events scheduled for four county facilities including OAC. The Korn Ferry tournament single day tickets go on sale July 15, 2026. HSEA will elevate the tickets on sale message. Among the 19 outdoor events, were the Special Olympics and the USA State Softball Championship. State and national events build the HSEA resume and give it something to promote. The Juneteenth Jamboree held its second annual event and will continue to implement feedback to grow the event. June 2026 economic impact of \$8.8 million was higher than 2025 even with figures from two tournaments being outstanding from the 2026 data.

May's hotel occupancy data recorded Henrico's occupancy at 69.7% up 2.2%. The ADR was \$119.44, an increase of 3.4% year over year and the RevPAR was \$83.28, an increase of 5.7%. Henrico outpaced the region in all three of these areas.

Henrico's hotel revenue is \$22 million. Mr. Hinton manages this information and will be asked to report to the Board during a future meeting. The Center rescued a July youth basketball camp due to the closure of the Ben Wallace gym

The look ahead for July includes Big Shots Basketball, a youth basketball camp that was rescued when the Ben Wallace gym closed, a lot of outdoor baseball, and the County Kickball event. Mr. Grinnell has managed this kickball event which returns on July 24, 2026, for the third year. Henrico, Hanover, Goochland, and Powhatan counties will compete for the title that Henrico has held for the past two

years. Mr. Grinnell is attempting to expand participation by extending the invitation to Portsmouth. A fencing competition will be held at the Center November 26 – 27, 2026. This is a two-year agreement.

Marketing pushed out 45 post and 59 page impressions. Ms. Miller completed the DIII National Champions Classic logo, began promotional planning for the event and developed promotional materials and messaging for the Korn Ferry Tour Championship as well as the commercial for the Golf channel. This commercial will include the Economic Development Authority. The commercial tagline is 'Henrico where opportunity is always in play'. The Business Development team provided site visits and participated in webinars. The HSEA team's community efforts included a tour of the new Feed More facility, and the Lewis Ginter & Botanical Gardens expansion. Empowering the team with training opportunities is part of HSEA's organizational strategy. Congratulations to Messrs. Robinson and Simms for completing the Emerging Leaders Certification Program level for non-supervisory roles. This program helps to develop leadership skills.

The Korn Ferry Tournament sponsorships are being managed by the PGA with the assistance of HSEA making sponsorship connections. Mr. Parnell asked if the PGA or Korn Ferry representative could speak to the Board of Directors and offered to ask the Chamber for a possible speaking engagement.

Old Business

None.

New Business

Mr. Bickmeier informed the Board that The Crossings sale is complete, and the land acquisition agreement was fully executed on July 9, 2026. The keys were handed off to McConnell Golf on July 15, 2026. A public announcement is forthcoming and there are plans for an opening in the fall of 2027. The earliest the Korn Ferry could play at The Crossing is in 2028 with the final decision made by the PGA. McConnell Golf will keep the name but will rebrand. HSEA will consider a ChamberRVA meet & greet with McConnel Golf. Mr. Bickmeier thanked members of the HSEA team who helped with the cleanup.

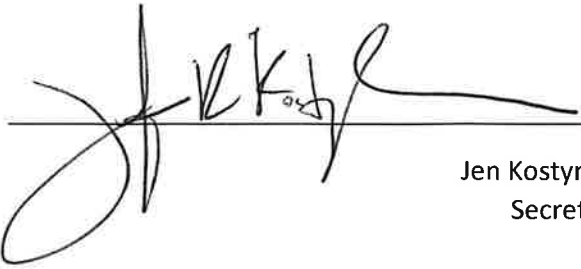
Mr. Bickmeier reminded the Board and the HSEA staff about the August 19, 2026, Board meeting and lunch which will immediately follow the adjournment of the meeting.

Mr. Bickmeier briefly reviewed the August 19, 2026, Board meeting agenda items noting the content will focus on HSEA and the Sports & Events Center FYE25/26.

Mr. Parnell closed by sharing an exciting announcement that CarMax Park will feature 'Winterworld', a major immersive holiday festival display beginning in November 2026.

Adjourn

There being no further business, the meeting adjourned at 10:47 a.m.



Jen Kostyniuk
Secretary